

JOB DESCRIPTION: Creative copywriter (Fundraising)

Employer: United Christian Broadcasters Limited

Reporting to: Marketing Content Editor

Location: UCB's Broadcast Centre, Hanchurch Lane, Hanchurch, Stoke-on-Trent, ST4 8RY

Hours: Part time, 18 hours per week

Main Purpose of the Job:

Sharing UCB's vision by writing for its media platforms is an integral part of the work that we do in the Communications Department. The Creative Copywriter will write compelling copy to promote partnership and engagement from a range of audiences, including funders such as charitable trusts and major donors (Strategic Partners). Written work includes web pages, emails, direct mail letters, and funding proposals, all of which must be consistent with UCB's tone of voice, funding needs, agreed 'themes', and writing style. The Creative Copywriter must ensure that all products, materials, and campaigns are fully consistent with Christian standards, such as interpreting and including relevant Biblical references, all of which conform to UCB's brand guidelines. Proofreading and editing are also key requirements of this role.

Position in Organisation:

Reports to: Marketing Content Editor as part of the PR and Marketing team

Departmental Executive: Director of Communications

Works closely with: Marketing Content Editor, Head of PR and Marketing and the PR and Marketing team, Head of Direct Marketing and Direct Marketing team, Head of Strategic Partnerships, Head of Legacy and Church Engagement

Duties and Key Responsibilities:

Fundraising:

- Work with the Head of Strategic Partnerships and Strategic Partner and Trusts Support to utilise completed research, and use this research to write compelling and urgent 'cases for support' to meet UCB's funding needs.
- When requested, write letters to individual supporters of UCB, e.g. Legacy pledgers.
- With guidance from the Director of Communications and Head of Direct Marketing, manage an applications programme to Charitable Trusts throughout the year. This will include developing a range of trust applications to focus on UCB's priority projects, which will be sent to appropriate Trusts on a timely basis.

Other duties (working with other team members) include:

Print

- Write articles, fundraising copy, testimony editorial, and other content for UCB's publications as agreed.

- Work with the Head of Direct Marketing to write regular Direct Mail letters for different 'segments' of UCB's mailing list, in line with the agreed fundraising needs and 'theme'.

Digital and Broadcasting

- Be responsible for ensuring that Communications/fundraising web pages are kept up to date, accurate and relevant, e.g. 'Stories' and 'Donate' pages.
- Work with the Events team to develop web copy for community fundraising and other fundraising events.
- Work with the Head of PR and Marketing and the Head of Direct Marketing to create additional web pages for specific marketing or fundraising campaigns, e.g. Radio Appeals, UCB 2 Expansion campaign.
- Write radio spots and organise presenter liners to support current fundraising campaigns, to be briefed by the Head of Direct Marketing and Head of Radio.
- Support the delivery of fundraising videos by writing and editing short production scripts as required.
- Work closely with the Marketing Co-ordinator and Head of Direct Marketing to ensure digital and broadcast fundraising projects are delivered on time, and with all copywriting, approvals and proofing processes adhered to.

Other

- Ensure that any relevant biblical references have been correctly interpreted and applied for all written work.
- Be an organisational support for proofreading as and when required.
- Complete proofing training as necessary to provide the above.
- Gather testimonies from UCB's readers, listeners and viewers, reporting on the positive impact and public benefit the Charity provides and forwarding them onto the appropriate testimony champions.
- Support all of UCBs fundraising activities and events, whether in prayer and/or directly in participation, ensuring sufficient resources are available in order to maximise success.

Qualifications, Knowledge, Experience and Skills:

- Educated preferably to degree level in English or related field such as PR, Communications.
- 2-3 years experience in a similar role.
- Creative writer who can turn their hand to copy for a variety of different platforms.
- Can demonstrate a love for writing – perhaps already has a blog or writes for another publication.
- Media experience desirable but not essential.
- Fully computer and database literate – understanding of Microsoft packages is essential.
- Understanding of SEO desirable but not essential.
- Ability to work to tight deadlines and demonstrable high level of attention to detail.
- **Must be like a 'dog with a bone' when it comes to grammar, punctuation and spelling.**

Person Specification:

- The post holder will be a committed Christian who will work as an Ambassador of Christ to deliver a distinctly Christian service to UCB and its supporters.
- The commitment to participate in daily prayer time in order to promote team unity.
- Be prepared to witness to the life changing message of Jesus and lead people to Christ as appropriate.
- Develop ways of introducing UCB's story in a manner that is relevant and engaging.
- Flexible in their approach and can work quickly to tight deadlines.
- Can demonstrate a willingness and humility to work as part of a larger team.
- Confident with strong interpersonal skills (both written and verbal), personal integrity
- Commitment to high professional ethical standards

Dated: June 19, 2020

This Job Description does not form part of your Contract of Employment.